

CERTIFIED
WEDDING & EVENT
PLANNING



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EXECUTIVE SUMMARY

The Certified Wedding and Event Planning (CWEP) course offers a comprehensive educational experience, equipping individuals with the skills and knowledge essential for successful event planning. This white paper delves into the course structure, objectives, and the various practical opportunities provided, catering to aspiring certified wedding and event planners or individuals seeking to plan their own weddings.

INTRODUCTION

The Certified Wedding and Event Planning (CWEP) course offers a comprehensive educational experience, equipping individuals with the skills and knowledge essential for successful event planning. This white paper delves into the course structure, objectives, and the various practical opportunities provided, catering to aspiring certified wedding and event planners or individuals seeking to plan their own weddings.



M E T H O D O L O G Y

The Certified Wedding and Event Planning (CWEP) course implements a versatile methodology designed to accommodate diverse learning preferences and schedules. Emphasizing a blend of self-paced online learning and live interactions, participants engage with a comprehensive curriculum through a mobile-friendly digital platform.

One of the course's distinct features is its hands-on approach, providing participants with invaluable real-world experiences. Through internship opportunities, both paid and non-paid, plus opportunities to shadow industry experts, individuals gain practical exposure at high-profile events, allowing them to apply theoretical knowledge in live settings.

The course further enriches the learning experience by offering weekly live mentoring sessions and instructor-led support, facilitating a conducive environment for knowledge assimilation and practical skill development.



LOVEGEVITY'S WEDDING PLANNING
INSTITUTE HAS AMAZING
INSTRUCTORS/WEDDING PLANNERS
THAT ARE SO INFORMATIVE AND SO
HELPFUL. EVERYONE IS EXTREMELY
NICE AND ARE SO HAPPY TO HELP
YOU AND SHARE THEIR
KNOWLEDGE. I RECOMMEND THEM
FOR SCHOOL, INTERNING, OR JUST
TO BE FRIENDS AND GET ADVICE
FROM!

Sierra Kaloi



COURSE STRUCTURE

The CWEP program unfolds across a structured 8-12 week period, offering participants flexible learning options tailored to individual schedules and preferences. Accessible via the mobile-friendly digital platform, the course features live mentoring, office hours, and an expansive resource library.

Participants benefit from a wealth of course materials, including e-textbooks, videos, and assignments accessible through the student center.

The community not only facilitates coursework completion but also enables active participation in discussion forums, quizzes, tests, and assignment submissions.

Live class discussions each week provide interaction, networking opportunities, and exposure to varied perspectives within the wedding and event planning landscape.



B A C K G R O U N D / C O N T E X T

The course is deeply rooted in the dynamic and diverse event planning industry, offering participants a direct path to crafting successful careers as wedding and event planners. The skills acquired align with the demands of this flourishing industry, catering to individuals seeking to stand out in the competitive market of event planning.

O B J E C T I V E S O R S C O P E

This Course is Designed to:

- Provide comprehensive training covering all aspects of successful event planning
- Equip individuals with practical skills and real-world experience
- Offer flexible learning options tailored to diverse learning styles
- Foster a supportive community for networking and mentorship
- Grant a prestigious certification recognized internationally by industry associations and professionals



THE COURSE LWPI PROVIDES IS GREAT! IT'S REALLY NICE HAVING A COURSE I CAN DO AT MY OWN PACE, AND THE COURSE REALLY TEACHES YOU HOW TO START YOUR OWN WEDDING PLANNING BUSINESS.

Rachel Ngai



LEARNING OUTCOMES

The CWEP course aims to equip participants with a comprehensive skill set and in-depth knowledge crucial for success in the dynamic field of wedding and event planning. Emphasizing both theoretical understanding and practical application, students gain proficiency in various facets of event planning, including vendor selection, contract negotiation, thematic design, and client relationship management.

The course places significant emphasis on fostering creativity, honing organizational prowess, and cultivating a keen eye for detail. Participants graduate with the confidence and expertise necessary to curate unique and memorable events, coupled with the ability to navigate challenges.

Furthermore, the program emphasizes the development of entrepreneurial skills, empowering individuals to envision and launch their event planning businesses.



PARTICIPANTS GAIN

- Confidence and skills to launch their own successful event planning business
- Real-world experience through internships at high-profile events
- Networking opportunities and mentorship with industry professionals
- An internationally recognized certification for wedding and event planning expertise

COURSE HIGHLIGHTS

- | | | |
|---|---|---|
| Weekly Live Mentoring And Instructor-Led Support | • | • Entrepreneurial Know-How to Assist in Starting a Business |
| Hands-On Internship Opportunities At Exclusive Events | • | • Prestigious Certification Recognized by Industry Leaders |



I HAVE LEARNED SO MUCH THROUGH LWPI'S ONLINE CERTIFICATION PROGRAM! THEY DID A GREAT JOB TURNING THEIR PROGRAM INTO AN ONLINE ONE WHERE PEOPLE CAN COMPLETE ANYWHERE AT ANYTIME. IT NOT ONLY TEACHES YOU ABOUT THE WEDDING AND EVENT PLANNING BUSINESS, BUT HOW TO RUN ONE PROPERLY WHICH IS KEY. CAN'T WAIT TO LEARN MORE!

Ashley Hullinger



I DID THE FIRST CLASS AND I HAVE
LEARNED SO MUCH AND TO
PREPARE MYSELF AS A PART TIME
FLORAL CLERK. EXCELLENT
PRESENTATION AND I RECEIVED A
CERTIFICATE IN FLORAL DESIGN.
WORTH THE MONEY AND A WAY TO
EXPRESS IN A POSITIVE NATURE,
AND PERHAPS CONTINUE MORE
STUDIES SOME DAY.

Diana Andrews



KEY TOPICS COVERED INCLUDE

- Wedding Industry Overview - Understanding the evolving landscape, market trends, and the role of event planners.
- Engagement Themes and Wedding Shower Planning - Crafting unique engagement themes and organizing memorable wedding showers.
- Signature Weddings & Events - Designing distinctive and personalized events that reflect clients' visions and preferences
- Contract Negotiation and Management - Skills for negotiating and managing contracts with clients and vendors..
- Etiquette Essentials - Navigating etiquette protocols and cultural sensitivities within diverse event scenarios.
- Vendor and Venue Selection - Techniques for sourcing, evaluating, and collaborating with vendors and selecting appropriate venues.
- Wedding Attire and Music - Deciphering attire trends and music choices to enhance wedding experiences.
- Wedding Cultures & Traditions - Embracing and incorporating diverse cultural elements into wedding ceremonies.



CAREER OUTLOOK PATHWAYS IN WEDDING AND EVENT PLANNING

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THE JOURNEY IS WHAT YOU MAKE
OF IT AND WHEN YOU ARE LOOKING
TO SURROUND YOURSELF WITH THE
TOOLS TO SUCCEED IN THE EVENT
AND WEDDING INDUSTRY
LOVEGEVITY IS THE AVENUE TO GET
YOU THERE. I HAVE GAINED SUCH
KNOWLEDGE, INSIGHT, AND
EXCELLENT TRAINING THAT I FEEL
PRIVILEGED. EXPERIENCE THIS FOR
YOURSELF. DON'T WAIT A MINUTE
LONGER! START YOUR CAREER OF
ADVENTURE AND GRACE TODAY!!

Michelle McKeown



CAREER OUTLOOK

DESTINATION WEDDING SPECIALIST

Graduates can specialize in planning destination weddings, coordinating unique experiences in exotic locales. Acquiring expertise in logistical arrangements, legalities, and cultural nuances enables seamless execution for couples seeking exclusive destination celebrations.

CORPORATE EVENT COORDINATION

Leveraging event planning skills, professionals can venture into corporate event coordination. This role involves organizing conferences, seminars, and corporate functions, emphasizing professional networking, branding, and logistical precision.

EVENT MARKETING AND PR

Professionals adept in event planning can transition into event marketing and public relations. They utilize their organizational skills and industry insights to manage event promotions, media relations, and enhance event visibility for clients or agencies.



VENUE MANAGEMENT AND CONSULTATION

Graduates can offer consultancy services for venues, optimizing event spaces, enhancing customer experiences, and maximizing venue profitability based on their event planning expertise.

SUSTAINABLE EVENT MANAGEMENT

Professionals can specialize in sustainable event management, advocating eco-friendly practices, minimizing waste, and promoting environmentally conscious celebrations. Their expertise in event planning ensures seamless integration of sustainability into events.

CULTURAL EVENT CURATION

Certified wedding and event planners can specialize in curating culturally diverse events, catering to specific traditions, rituals, and celebrations. Their expertise in multicultural event planning serves a market of clients seeking inclusive and personalized experiences.

TECHNOLOGY-INTEGRATED EVENT PLANNING

With technology integral to events, professionals can specialize in tech-integrated event planning, incorporating digital innovations like virtual reality, augmented reality, and live streaming into event experiences to offer unique services.



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INFORMATIVE. IT'S SO MUCH MORE
THAN I WAS EXPECTING. GREAT
INFORMATION AND SUPPORT.
GREAT INTRODUCTION TO SO MANY
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EVENT/WEDDING INDUSTRY THAT I
HAD NO KNOWLEDGE OF.

Brandi Snipes